

## Advertising The American Dream Making Way For Modernity 1920 1940

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Advertising The American Dream Making

Advertising the American Dream looks carefully at the two decades when advertising discovered striking new ways to play on our anxieties and to promise solace for the masses. As American society became more urban, more complex, and more dominated by massive bureaucracies, the old American Dream seemed threatened.

Advertising the American Dream: Making Way for Modernity ...

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Advertising the American Dream : Making Way for Modernity ...

Summary: Advertising the American Dream Using close readings of the advertisements themselves as well as extensive information on the marketing and advertising industries, Roland Marchand argues that the advertisers of the 1920s and 1930s worked both as " apostles of modernity " and as advice-givers about the problems of modernity.

Marchand, Advertising the American Dream

Advertising the American Dream: Making Way for Modernity, 1920-1940.

Advertising the American Dream: Making Way for Modernity ...

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Advertising the American dream : making way for modernity ...

In "Advertising the American Dream: Making Way for Modernity, 1920 – 1940", Roland Marchand argues, " The illustrations in American advertising portrayed the ideals and aspirations of the system more accurately than its reality.

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Marchand, Roland. Advertising The American Dream: Making Way For Modernity, 1920-1940. Berkeley : University Of California Press, 1985. Print. These citations may not conform precisely to your selected citation style. Please use this display as a guideline and modify as needed.

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Advertising the American dream : making way for modernity, 1920-1940 Item Preview

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Advertising the American Dream: Making Way for Modernity, 1920 – 1940. Marchand, Roland. Berkeley: University of California Press, 1985. 448 Pp. \$35.00

Advertising the American Dream: Making Way for Modernity ...

In " Advertising the American Dream: Making Way for Modernity " , Roland Marchand describes a man that he believed to be the prime example of a 1920 ' s man.

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